

**PRESS RELEASE 2<sup>nd</sup> November 2015**

**"Canon Middle East appoints Cerebra Middle East as a Value Added Distributor for Security Surveillance.**

Canon headquartered in Japan has appointed Cerebra Middle East as a Value Added Distributor for the UAE region. Under the accord Cerebra Middle East will supply the regional channel with Canon camera offerings for the personalized control of Security Surveillance.

Canon Middle East, a world leader in digital imaging solutions, has partnered with Cerebra Middle East, a local value-added distributor and a subsidiary of Cerebra Integrated Technologies Ltd, as a forerunner to predicted growth in the UAE's security and surveillance market, as the country gears itself up for the Expo 2020 in Dubai. The UAE's security market is part of the Middle East's physical security market, which is projected to surge by a massive 23.7 percent to USD 10.9 billion by 2020, up from its 2014 level of USD 3 billion.

Growing at more than double the global average of 5.5 percent, the Middle East has become the fastest and largest market for security solutions, and it will contribute 10 percent to the global physical security market by 2020.

Cerebra Middle East, a subsidiary of BSE and NSE listed Cerebra Integrated Technologies Ltd aims to service this growing market.

**About Cerebra:** Cerebra's turnover reached over Rs. 1300 Million (Stand Alone) Rs. 2677 Million (Consolidated) in the year ended March 2015 covering all other businesses like Electronic Manufacturing Services, Enterprise Solutions Division, E waste recycling unit and ITeS . The company's financials are robust and has a net worth of Rs.1259 Million with no debt.

**About Cerebra Middle East FZCO:** Cerebra Middle East is a niche IT Distribution house offering Data Centre and IT Infrastructure management solutions to the Middle East and North Africa Market. Established in Dubai, U.A.E, in April 2011, Cerebra Middle East is a subsidiary of Cerebra Integrated Technologies Ltd. Focused approach, superior industry knowledge and advanced technical skill sets make Cerebra Middle East a true Value Added Distributor in the region. Office in Dubai caters to VAD for Milestone, Fibernetix, Inventum, etc in the Middle East and MENA regions.

For Cerebra Integrated Technologies Limited

  
Shridhar S Hegde

Executive Director and CFO